



## **EMMA S. BARRIENTOS MEXICAN AMERICAN CULTURAL CENTER**

### **ADVISORY BOARD MINUTES**

**REGULAR MEETING**  
**Wednesday, Jan. 8, 2014**

**The Emma S. Barrientos Mexican American Cultural Center Advisory Board convened in a regular meeting at 600 River Street, in Austin, Texas.**

#### **Board Members in Attendance:**

Juan Oyervides, Chair  
David Carroll, Co-Chair  
Velia Sanchez-Ruiz, Member  
Cassie Smith, Member  
Blanca Valencia, Member  
Anna Maciel, Member  
Veronica Forsyth, Member – Left at 7:30pm

#### **Board Members Absent: 0**

#### **Staff in Attendance:**

Laura Esparza, HAND Manager  
Herlinda Zamora, ESB-MACC Manager  
Kelly Grajeda, ESB-MACC Administrative Assistant

- 1. Call to Order:** Chair Oyervides called the Board Meeting to order at 5:39pm.
- 2. Approval of Minutes:** Motion to approve the minutes from the Board meeting held on 12/4/13 by Member Sanchez-Ruiz with a second by Co-Chair Carroll. The motion was passed unanimously with an amendment to change Item 9(b) to read: Member Smith asked for David Smythe-Macaulay to attend the next Board meeting. (7.0) + Chair Oyervides, Co-Chair Carroll, and Members Sanchez-Ruiz, Smith, Valencia, Maciel, and Forsyth.
- 3. Citizen Communication: General**
  - a.** Sylvia Orozco, Executive Director of Mexic-Arte Museum, spoke on the importance of naming the ESB-MACC Main Gallery after Sam Z. Coronado due to his cultural and educational contributions to Austin and the Latino arts communities.
  - b.** Leonard Davila, Chair of Crossroads Events, discussed his concerns regarding information he was told about the end time of his March live music event at the ESB-MACC. He was told by Bellas Artes Alliance that it would have to end at 8pm instead of 10pm.
  - c.** Frank Rodriguez, Executive Director of Latino Healthcare Forum, also spoke on the importance of naming the Main Gallery after Sam Coronado, as it would give the ultimate seal of authority, respect, and validity for what Coronado had done for the community.
  - d.** Ross Gomez, CFO of Crossroads Events, reemphasized the concern of not knowing the final times of the music event so as to confirm the program and budget. They are also concerned about not having the finalized contract.
  - e.** Cynthia Valadez, LULAC Dist. VII Representative, spoke first on behalf of her daughter, Cynthia Valadez-Mata, LULAC Dist. VII Director, encouraging the Board to take action on naming the gallery after Sam Zaragosa Coronado. For herself, Valadez questioned the Board about why it was not placed as an action item on the agenda.
  - f.** Chair Oyervides gained voice consent from the Board for a special called meeting for Monday, January 13<sup>th</sup> at 5:30pm. Making a recommendation to the PARD Director for re-

naming the Main Gallery after Sam Coronado as well as resolving Leonard Davila's concerns will be placed on the agenda.

4. **Presentations:** Sandra Fernandez, Vice Chair of the Serie Project Board, introduced a video created by the Serie Project that documents Sam Coronado's contributions to Latino printmaking. This and five letters of support from colleagues and family were presented as a proposal to the Board for the re-naming of the Main Gallery after Sam Z. Coronado.

#### **BOARD ITEMS FOR DISCUSSION AND/OR ACTION**

5. **Review and approval of Board meeting calendar:** The Board reviewed the 2014 meeting dates, all scheduled for 5:30pm at the ESB-MACC. Member Smith motioned to approve the calendar with a second from Member Valencia. The motion was passed (7.0) + Chair Oyervides, Co-Chair Carroll, and Members Sanchez-Ruiz, Smith, Valencia, Maciel, and Forsyth.
6. **Review of the annual Award of Excellence program for recognition of cultural artists in the Latino cultural arts. (Oyervides, Sanchez-Ruiz)**
  - a. Herlinda Zamora presented a preliminary plan and timeline outlining the new process of the Awards of Excellence, as per the Board's request at the 12/4/13 meeting. Zamora clarified for the Board how the selection committee would function as well as the previous process.
  - b. Member Forsyth expressed concern that the selection criteria may be too broad. Zamora responded that the criteria were created by the Board and ESB-MACC staff.
    - i. Chair Oyervides suggested including a requirement that panel members could not serve consecutively to avoid bias.
    - ii. Zamora will provide the past selection criteria and a list of past winners to the Board at the next regular meeting.
  - c. The Board decided to move forward with the plan presented by Zamora.
  - d. Chair Oyervides postponed discussion on the Award of Excellence installation and possible renaming of the Award for the 2/5/14 meeting.
7. **Review of the Latino Arts Residency Program and current status. (Oyervides, Carroll)**
  - a. Laura Esparza provided an update on the timeline of the program. Chair Oyervides inquired about the application status of visual artists as well as film. Zamora noted that she is hoping the film artists will have their applications in by the summer. Esparza explained that at this point, no visual artists have applied although there is one that is interested.
    - i. Co-Chair Carroll inquired about visual artists that Sam Coronado may have influenced since having only one artist in mind may not be worth it. Member Smith responded that it's more up to the artist themselves to apply. She said in terms of printmaking is not supported by the facility itself, and it's more for an artist that fits the existing space.
    - ii. ESB-MACC staff will provide a report on the status of visual and film artists along with a preliminary timeline at the next meeting.
8. **Working group reports:**
  - a. 64 Rainey Street Working Group; Lead, David Carroll, will update the Board on meetings held regarding the 64 Rainey Street parcel.
    - i. Nothing to report – the Group will meet in a couple weeks.
  - b. Identifying Alternative Funding Working Group; Lead, Juan Oyervides, will update the Board on meetings held regarding identification of alternative funding resources for the ESB-MACC future phases and programming and the City of Austin Rainey Street Historic District and Fund.
    - i. Chair Oyervides reported on a meeting held with Co-Chair Carroll, Member Maciel, and community members with CM Martinez. CM Martinez reviewed the resolution

funding the Rainey Street Historic District Business Retention and Enhancement Program.

- ii. An estimated \$600k will be available in the current fiscal year to be used for infrastructure improvements and relocation of six Rainey Street homes.
  - 1. One of those homes may be used as a Rainey Street history center.
    - a. Member Sanchez-Ruiz suggested using it instead as a sculpture/pottery studio.
  - 2. The funds could be managed by the ESB-MACC Board, a new Council-appointed Advisory Board, an existing or newly-created nonprofit, or possibly a conservancy. No definitive decision has been reached yet.
- c. ESB-MACC Marketing/Volunteers Working Group; Lead, Velia Sanchez-Ruiz, will update the Board on meetings held regarding improvement of marketing efforts and volunteers for the ESB-MACC.
  - i. Nothing to report - the Group has not met.
- d. 64 Rainey Street and ESB-MACC Master Plan Working Group; Lead, Cassie Smith, will update the Board on meetings held regarding the incorporation of 64 Rainey Street into the ESB-MACC Master Plan.
  - i. The Group met and developed an outline for the project. They will research the bidding and design processes and will gather statistics on what is needed in the area such as a park. The Group will try to gain support from the local residents and also research grants for alternative funding.

#### **9. Staff briefings:**

- a. Laura Esparza briefed the Board on the CIP fund.
- b. Esparza noted that the Project Manager for the overflow parking lot, Robin Vietz, had resigned, and Lyn Estabrook will now be handling the project. PARD, instead of the Public Works Department, will be executing the project in its entirety to reduce costs.
  - i. Member Smith expressed concern over the estimated \$200k project budget. Esparza replied that it is a high estimate because they gave themselves a large contingency.
  - ii. Member Smith requested that Estabrook attend the next meeting.
  - iii. Chair Oyervides requested a line item detail of the \$200k to be spent. Esparza said staff will hopefully be able to provide that.
- c. Esparza also updated the Board on the Wall of Excellence installation. They will be executing the project in thirds for budgetary purposes and public opinion.
  - i. Chair Oyervides and the rest of the Board wanted to know why they were not informed of this. Esparza stated that the discussion occurred after the December meeting and it was ultimately a staff decision.
- d. Herlinda Zamora updated the Board on November parking revenue as well as the upcoming February 15<sup>th</sup> exhibit of Sam Coronado's artwork.
- e. Co-Chair Carroll asked for an update on the removal of the sound shell. Esparza stated there were permitting issues that put a halt on progress.

#### **10. Future Agenda Items:**

- a. Review of Award of Excellence installation and possible renaming of the Award
- b. Review of the Latino Arts Residency Program
- c. Review of the CIP fund and the overflow parking lot

**11. Adjournment:** Chair Oyervides adjourned the meeting at 8:56pm with a motion from Member Sanchez-Ruiz and a second from Member Valencia without objection (6.0). + Chair Oyervides, Co-Chair Carroll and Members Valencia, Smith, Sanchez-Ruiz, and Maciel. Member Forsyth left early at 7:30pm.